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ABSTRACT

To provide a bench mark or base-line study from which future measurements of the effectiveness of area programming and area staff specialization in Extension programs of the University of Missouri, a questionnaire was mailed to 913 people in six counties. The number of usable questionnaires returned was 516. The data from the questionnaire are presented in 36 tables. To the question of whether the overall efforts of Extension were meeting the educational needs of the people, the answer was "yes." Ten references are provided, and three appendixes present supporting material. These appendixes are: Comments--positive, negative, and neutral from some of the questionnaire respondents; a copy of the questionnaire; and the cover letter that accompanied the questionnaire. (DB)

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A SURVEY OF ATTITUDES, VALUES, IMPRESSIONS AND FEELINGS TOWARDS EXTENSION SPECIALIZATION AND PROGRAMS IN THE KAYSINGER PROGRAM AREA (BATES, BENTON, CEDAR, HICKORY, ST. CLAIR AND VERNON COUNTIES)

A Report

Presented to

The Department of Extension Education

University of Missouri, Columbia

In Fulfillment of Requirements

For A Research Project, Extension Education 450

by

R. D. Thacker

March 1972

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CHAPTER I

INTRODUCTION

Extension is a function of the University of Missouri and is, therefore, a public and primarily a tax-supported adult educational organization. This public tie, coupled with the desire to improve and do a better job, adds validity to the need to develop a bench mark from which we can evaluate and develop a systematic and sound method for appraisal of Extension programs.

In order to determine at some future date the effectiveness of area programming and staffing, there needs to be some basis from which comparisons can be made. It was the purpose of this study to serve as this basis - to serve as a bench mark or base line study from which future measurements can be compared.

The Extension Division of the University of Missouri in the six counties of Bates, Benton, Cedar, Hickory, St. Clair and Benton implemented the change to area programming and area staff specialization. The official date of the transition was July 1, 1969. This survey was conducted in November, 1970.

Proposition

The general proposition is that attitudes, values, impressions and feelings people have of Extension can serve as an excellent criterion for the evaluation of Extension

program effectiveness. This survey reinforces dramatically that this type of evaluation is meaningful and an important part of Extension.

Rationale

The questionnaire technique is probably man's oldest and most often used device for obtaining information. The questionnaire can be used for three purposes: (1) It can be used as an exploratory device to help identify variables and relations to suggest hypotheses. (2) It can be used to supplement other methods used in a research study, to follow up unexpected results, to validate other methods, and to go deeper into the motivations of respondents and their reasons for responding as they do. (3) It can be used as a main instrument of research.

Functions of Questions

The functions of the questions are to translate specific objectives into a form in which they can be communicated to the respondent with maximum effectiveness.

Types of Questions

1. Content aimed mainly at ascertaining facts.
2. Content aimed mainly at ascertaining values.
3. Content aimed mainly at ascertaining feelings.
4. Content aimed mainly at ascertaining attitudes.
5. Content aimed mainly at ascertaining impressions.

Method and Procedure

A six-page mail questionnaire was used to collect the data from the clientele. This was mailed to a random list sampling of fifty names per agent position. Each agent's mailing list contained names from all six counties. In addition, all Council members in each of the six counties were sent questionnaires.

Nine hundred-thirteen questionnaires were mailed out and five hundred-sixteen usable questionnaires were returned. This is slightly more than fifty-six percent return, which is considered a good return for a mail-in questionnaire.

Area Staff at Time of Survey

Ralph Schaller - Area Director
Noble Barker - Area Farm Management Specialist
Leonard Ernsbarger - Area Youth Specialist
Miss Diane Foster - Area Home Economist
George Graham - Area Dairy Specialist
Warren Hargus - Area Community Development Specialist
Arlon Horn - Area Youth Agent
John Hubbard - Area Agronomy Specialist
Miss Mary L. Kinnison - Area Home Economist
Mrs. Coraellen O'Neal - Area Home Economist
Lester Parrish - Area Livestock Specialist
Charles Shay - Area Agricultural Mechanization Specialist
Donald Utlaut - Area Farm Management Specialist
Roswell Wayne - Area Continuing Education Programmer

MISSOURI

Location of Extension Centers

Bates - Butler
Benton - Warsaw
Cedar - Stockton
Hickory - Hermitage
St. Clair - Osceola
Vernon - Nevada

Kaysinger Basin Area →

CHAPTER II

RESULTS OF QUESTIONNAIRE

Table I

Age Distribution

Age	Number	Percentage
1. 25 or less	12	2
2. 26 - 36	69	13
3. 36 - 45	141	28
4. 46 - 55	136	26
5. 56 - 65	97	19
6. 66 and over	61	12

The largest percent of respondents, 53 percent, were between the ages of 36 and 55 years; the next largest age group was 56 to 65 years which represented about one-fifth of the respondents.

Table II

Sex Distribution

Sex	Number	Percentage
1. Male	353	69
2. Female	155	31

More than twice as many males responded than did females.

Table III

Educational Level
(Highest Level Completed)

	Number	Percentage
1. Grade School	115	22
2. High School	320	62
3. College	77	15
No response	4	1

Sixty-two percent of respondents indicated high school to be the highest level of formal education completed. Many of this group may have some college work or other types of training, but did not receive a college degree. Of the twenty-two percent indicating grade school as the highest level of formal education completed, many may have had some high school or other training. The measures as taken are perhaps not a good measure of the respondent's education. Fifteen percent indicated they had received a college degree.

Table IV

County of Residence

	Number	Percentage
1. Bates	153	30
2. Benton	87	17
3. Cedar	60	11

Table IV (continued)

		Number	Percentage
4.	Hickory	52	10
5.	St. Clair	41	8
6.	Vernon	112	22
7.	Other	11	2

The respondents were reasonably well spread over the entire area with two notable exceptions: Bates County comprises twenty-four percent of the population but had thirty percent of the respondents; Vernon County has twenty-nine percent of the population and only twenty-two percent of the respondents. The respondents averaged living thirty-one years in their county of residence.

Table V

Location of Residence

		Number	Percentage
1.	City (2500 or more)	43	8
2.	Town (Under 2500)	66	13
3.	On Farm	366	71
4.	County (But not farm)	36	7
	No response	3	1

Most respondents, seventy-one percent, indicated that they live on a farm, however there was significant represen-

tation from various sized towns in the area and rural non-farm residents.

Table VI

Occupation of Head of Household

	Number	Percentage
1. Clerical and Sales	7	1
2. Professional and Technical	34	6
3. Farmer	335	65
4. Manager, Public Official, Proprietor (except Farmer)	40	8
5. Craftsman or Foreman	7	1
6. Operative (Machine operator, etc.)	16	3
7. Laborer	14	3
8. Service	3	1
9. Other	60	12

The majority of respondents, sixty-five percent, listed their occupation as farmer. However most occupations in the area were among the respondents, with reasonably good representation from public official, managerial, and professional and technical occupations.

Table VII

Respondent's Visualization of Size of Business

	Number	Percentage
1. Part-time	32	6
2. Small	92	18
3. Medium	251	49
4. Large	69	13
5. Very Large	8	1
No response	64	13

Approximately one-half of the respondents visualize their business as being medium in size, one out of six said his business was small, and one out of eight said his business was large.

Table VIII

Respondent's Contact with Extension Programs Or Personnel in Past Year

A. Attended meetings (Short course, tours, etc.)

	Number	Percentage
1. None	224	43
2. Once	57	11
3. 2 - 5 times	154	30
4. 5 or more times	80	15
No response	1	1

Table VIII (continued)

	Number	Percentage
B. Visited Extension Center		
1. Never	142	27
2. Once	49	9
3. 2 - 4 times	173	34
4. 5 or more times	152	30
C. Extension Staff Visited Your Home or Business		
1. Yes	192	37
2. No	304	59
No response	20	4
D. Received Mail from Extension Office		
1. Yes	471	91
2. No	39	8
No response	6	1
E. Listened to Radio Program by Extension Staff		
1. Yes	346	67
2. No	155	30
No response	15	3

The respondents contact with Extension employed almost every conceivable means. Ninety-two percent of the respondents said they had received mail from Extension; however I have some reservations about this percentage as many respondents may have construed this survey form and accom-

panying letter as Extension mail. The next most frequent method of contact was personal visit to Extension Center; seventy-three percent of respondents had been in the office at least once. Listening to radio and attending Extension meetings were the order of the next most frequently mentioned methods of contact. Only thirty-seven percent of respondents indicated an Extension staff member had visited their home or business.

Table IX

Degree of Difficulty in Contacting Extension Staff

	Number	Percentage
1. Never have problem	273	53
2. Some problem	76	15
3. Real problem	7	1
4. Have not tried	157	30
No response	3	1

It is apparent from this question that little difficulty is being experienced in contacting staff. Only sixteen percent indicated some problem in contacting staff members.

Table X

Feelings Toward Youth Agents Working With Youth Other Than 4-H

		Number	Percentage
1.	Not in favor of it	21	4
2.	Undecided	112	22
3.	Slightly in favor of it	68	13
4.	Strongly in favor of it	301	58
	No response	14	3

It is apparent from this table that respondents believe Youth Agents should work with all youth and not just 4-H. Only four percent were opposed to such activity, while seventy-one percent favored working with all youth.

Table XI

Feelings About Extension Staff Specialization Plan

		Number	Percentage
1.	Never heard of the plan	69	13
2.	Don't understand the plan	69	13
3.	Strongly against the plan	20	4
4.	Slightly against the plan	26	5
5.	Neither for nor against the plan	79	15

Table XI (continued)

		Number	Percentage
6.	Slightly in favor of the plan	88	17
7.	Strongly in favor of the plan	147	28
	No response	24	5

While forty-five percent of the respondents favor Extension staff specialization, a significant number - twenty-six percent - of respondents do not understand the plan, and the fifteen percent who said they were neither for nor against the plan could also fall into the "not understanding the plan" category.

Table XII

Effect of Area Staff Specialization Plan on Extension Programs and Activities

		Number	Percentage
1.	No improvement	26	5
2.	Will make program & service worse	13	3
3.	Will make some things worse	13	3
4.	Will make some things better	139	27
5.	Some improvement	129	25
6.	Improve them greatly	96	18
	No response	100	19

Almost one-fifth of the respondents did not answer this question. With fifty-two percent indicating some

improvement and eighteen percent indicating "greatly improve", it is apparent that area staff specialization is believed to be an acceptable way to improve Extension programs and activities.

Table XIII

Respondent's Feelings About Certain Aspects of Area Staff Specialization Plan

A. Specialization in Subject Matter is Most Efficient		
	Number	Percentage
1. Strongly disagree	5	1
2. Disagree	31	6
3. Undecided	84	16
4. Agree	273	52
5. Strongly agree	73	14
No response	50	11

With only seven percent disagreeing with subject matter specialization as being the most efficient way to provide educational services, it is apparent that even a higher degree of specialization would be acceptable.

B. Area staff is as easy to contact as county staff		
1. Strongly disagree	15	3
2. Disagree	102	20
3. Undecided	146	28

Table XIII (continued)

	Number	Percentage
4. Agree	168	33
5. Strongly agree	14	3
No response	71	13

With only thirty-eight percent agreeing that area staff is as easily contacted as is county staff, it is apparent that greater effort needs to be expended in this area of our operations.

C. All Extension staff should be specialists in one subject		
1. Strongly disagree	16	3
2. Disagree	118	23
3. Undecided	102	20
4. Agree	190	37
5. Strongly agree	41	8
No response	49	9

The respondents appear to be about evenly divided as to whether specialization in one subject matter area is sufficient. I suggest the respondents are saying one's specialization need not be so narrow that his clientele be very limited, or his ability to assist with a wider range of problems be limited.

Table XIII (continued)

D. Extension could serve best by leaving staff to work in one county	Number	Percentage
1. Strongly agree	64	12
2. Agree	147	28
3. Undecided	119	23
4. Disagree	133	26
5. Strongly disagree	11	2
No response	42	9

With only forty percent of the respondents agreeing with this statement, the results tend to reinforce the support for area work.

E. Quality of information received from Extension staff has improved with specialization		
1. Strongly disagree	6	1
2. Disagree	49	9
3. Undecided	139	27
4. Agree	232	45
5. Strongly agree	25	5
No response	65	13

With twenty-seven percent undecided as to whether quality of information has improved with specialization could tend to indicate this is one element which will require longer time for general agreement. It is noteworthy that fifty percent did say quality of information was improved.

Table XIII (continued)

F. Extension staff is doing satisfactory job of contacting cooperators

	Number	Percentage
1. Strongly disagree	9	2
2. Disagree	36	7
3. Undecided	110	21
4. Agree	168	52
5. Strongly agree	21	4
No response	72	14

It is apparent from this table that staff members are doing a reasonably good job of contacting cooperators, since fifty-six percent agree or strongly agree.

G. Extension meetings are often held in locations not convenient

1. Strongly agree	35	7
2. Agree	154	30
3. Undecided	80	15
4. Disagree	164	32
5. Strongly disagree	8	2
No response	75	14

This table indicates more consideration should be given to location of meetings from the standpoint of convenience for the audiences, since thirty-seven percent agree with the statement.

Table XIII (continued)

H. Local people do not have enough say in directing Extension efforts	Number	Percentage
1. Strongly agree	23	4
2. Agree	109	21
3. Undecided	164	32
4. Disagree	144	28
5. Strongly disagree	9	2
No response	67	13

With only thirty percent of respondents indicating satisfaction with their input toward directing Extension effort, perhaps greater involvement of local people in both program planning and execution is in order.

I. Extension should place more emphasis on goals and values of people		
1. Strongly disagree	1	-
2. Disagree	24	5
3. Undecided	107	21
4. Agree	273	53
5. Strongly agree	31	6
No response	80	15

With almost sixty percent agreeing that more emphasis be on peoples goals and values, tends to reinforce the thought that greater involvement of local people is desired in both program planning and execution.

Table XIV

Attitude Scale

The following set of nine statements were used to determine the attitude of the respondent; the first statement being the least favorable and the ninth statement being the most favorable. The interquartile range, or "Q", is a measure of the variation of the distribution of judgments for a given statement. Scale values for each statement were obtained by the method of equal-appearing intervals, as explained in "Techniques of Attitude Scale Construction" - Allen Edwards, pp. 86-89. Values thus obtained were assigned each statement as indicated:

1.68 Extension costs the taxpayer more than the good it does.

2.81 It takes too much time and trouble to get information from my Extension agent.

3.22 Oftentimes other agencies have more up-to-date information than the Extension Service.

4.87 There are not enough personal contact opportunities in the Area Agent Specialization Plan.

5.75 Extension Service Agents should be on the same basis as doctors or veterinarians; whoever uses their service should pay for it.

8.25 The Extension Agent is always willing to listen to any problem that I have.

9.91 I have always found the Extension office and agents very cooperative and courteous.

Table XIV (continued)

10.00 I believe that a lot of information that comes from Extension is of practical use to me.

10.00 Extension is a needed service.

10.25 The Extension Service is vitally necessary to the welfare of the country.

Four hundred eighty-four non-zero responses were made. Each respondent was asked to judge each statement as favorable (+) which he agreed with. Thurstone and Chave believed that judging of the statements would be done similarly by those who had favorable and those who had unfavorable attitudes toward the psychological object under consideration. The attitude score is based upon the arithmetic mean or median of the scale value of the statements agreed with. If the subject has agreed with an odd number of statements, and if the median method of scoring is used, then the score is simply the scale value of the middle statement when they are arranged in rank order of their scale values. For example, if a subject has agreed with five statements with scale values of 2.8, 3.2, 5.7, 8.2, and 9.9 his score would be the scale value of the middle statement, or 5.7. Using the arithmetic mean method the score would result in a value of 5.9 being assigned to the subject.

The arithmetic mean of all scores on the Attitude Scale resulted in a score of 8.81; eighty-eight percent of respondents scored favorably.

Table XV

Respondent's Feeling About Farm Management Program

	Number	Percentage
Are you active in Farm Management Program?		
Yes	45	9
No	360	70
Not familiar with program	111	21
Are you satisfied with program at present time?		
Extremely dissatisfied	3	1
Dissatisfied	12	2
Neutral	184	36
Satisfied	125	24
Extremely satisfied	6	1
No response	186	36
Your feelings about the program		
Should be dropped	11	2
Needs major change	7	1
Needs minor change	38	8
Average program	100	19
Needs no change	32	7
Needs to be expanded	49	9
No response	279	54

With less than ten percent of respondents participating in the program, and over seventy percent of respondents living on farms, and more than half the respondents not making any response as to their feelings about the program,

it would appear the Farm Management Program is not clearly defined in terms of kinds of activities and information provided, as being the Farm Management Program.

Table XVI

Respondent's Feeling About Agronomy Program

	Number	Percentage
Are you active in Agronomy Program?		
Not familiar with the program	68	13
Yes	253	49
No	195	38
Are you satisfied with the program at present?		
Extremely dissatisfied	1	-
Dissatisfied	18	3
Neutral	75	15
Satisfied	232	45
Extremely satisfied	23	4
No response	167	33
Your feelings about the program		
Should be dropped	3	0
Needs major change	15	3
Needs minor change	26	5
Average program	122	24
Needs no change	72	14
Needs to be expanded	72	14
No response	206	40

Although forty percent of the respondents did not express any particular feelings about the Agronomy Program, a relatively high percentage, almost fifty percent, indicated satisfaction with the program - this being the highest degree of satisfaction of any of the programs. This is significant with such a large number of participants.

Table XVII

Respondent's Feelings About 4-H and Youth Programs

	Number	Percentage
Are you active in 4-H and Youth Programs?		
Yes	165	32
No	316	61
Not familiar with program	34	7
How satisfied are you with the program?		
Extremely dissatisfied	7	1
Dissatisfied	36	7
Neutral	97	19
Satisfied	180	35
Extremely dissatisfied	23	4
No response	172	34
How do you feel about the program?		
Needs major change	23	4
Needs minor change	50	10
Average program	99	19

Table XVII (continued)

	Number	Percentage
Needs no change	50	10
Needs to be expanded	100	20
No response	194	37

Ninety-three percent of the respondents are familiar with the 4-H program, this being the highest of all programs; while ten percent said no change is needed, fourteen percent said changes were needed, and along with this nineteen percent said the program was average.

Table XVIII

Respondent's Feelings About Agricultural Mechanization Program

Are you active in the Agricultural Mechanization Program?		
	Number	Percentage
Yes	53	10
No	372	73
Not familiar with program	90	17
How satisfied are you with the Agricultural Mechanization Program?		
Extremely dissatisfied	1	-
Dissatisfied	7	1
Neutral	143	28
Satisfied	85	17

Table XVIII (continued)

	Number	Percentage
Extremely satisfied	6	1
No response	274	53
How do you feel about the program?		
Should be dropped	4	1
Needs major change	3	1
Needs minor change	15	3
Average program	104	20
Needs no change	28	5
Needs to be expanded	39	8
No response	323	62

Only one out of ten respondents indicated they were participating in this program, yet seventeen percent indicated they were satisfied with the program, and only one percent indicated any degree of dissatisfaction, which was the lowest for any program. More respondents (323) failed to express a feeling about this program than any of the others.

Table XIX

Respondent's Feelings About Community Development Program

	Number	Percentage
Are you active in the Community Development Program?		
Not familiar with program	113	22
Yes	80	16
No	323	62
How satisfied are you with the program?		
Extremely dissatisfied	6	1
Dissatisfied	21	4
Neutral	143	28
Satisfied	69	13
Extremely satisfied	6	1
No response	270	53
How do you feel about the program?		
Should be dropped	2	-
Needs major change	17	3
Needs minor change	17	3
Average program	93	18
Needs no change	25	5
Needs to be expanded	42	8
No response	320	63

Fewer respondents indicated this program should be dropped than any of the programs except the Family Living Program. With sixteen percent of the respondents active in

the program it was near the median. Three had a higher percentage of participation and four had a lower percentage of participation.

Table XX

Respondent's Feeling About Family Living Program

	Number	Percentage
Are you active in Family Living Program?		
Not familiar with program	92	18
Yes	77	15
No	345	67
How satisfied are you with the program?		
Extremely dissatisfied	2	-
Dissatisfied	19	4
Neutral	122	24
Satisfied	99	19
Extremely satisfied	4	1
No response	269	52
How do you feel about the program?		
Should be dropped	2	-
Needs major change	13	2
Needs minor change	24	5
Average	96	19
Needs no change	36	7
Needs to be expanded	36	7
No response	311	60

While twenty percent of respondents expressed satisfaction with this program, seven percent expressed a feeling it should be expanded, and a like number felt no change was needed. It is apparent this program is being well accepted since only four percent expressed dissatisfaction, and only two percent indicated the need for major change.

Table XXI

Respondent's Feelings About Livestock Production Program

	Number	Percentage
Are you active in Livestock Production Program?		
Not familiar with program	77	15
Yes	174	34
No	263	51
How satisfied are you with the program?		
Extremely dissatisfied	2	0
Dissatisfied	11	2
Neutral	111	22
Satisfied	144	28
Extremely satisfied	9	2
No response	239	46
How do you feel about the program?		
Should be dropped	1	-
Needs major change	8	2
Needs minor change	26	5
Average	120	23

Table XXI (continued)

	Number	Percentage
Needs no change	30	6
Needs to be expanded	57	11
No response	274	53

This program was second only to the Agronomy Program in active participation by the respondents, with thirty-four percent. Dissatisfaction was expressed by only two percent, while thirty percent expressed satisfaction. These figures are significant with such a large number of participants.

Table XXII

Respondent's Feelings About Continuing Education Program

Are you active in Continuing Education Program?		
	Number	Percentage
Not familiar with program	96	19
Yes	45	9
No	375	72
How satisfied are you with the program?		
Extremely dissatisfied	3	1
Dissatisfied	14	3
Neutral	137	27
Satisfied	90	17

Table XXII (continued)

	Number	Percentage
Extremely satisfied	2	-
No response	269	52
How do you feel about the program?		
Should be dropped	2	-
Needs major change	8	2
Needs minor change	16	3
Average	88	17
Needs no change	23	4
Needs to be expanded	62	12
No response	317	62

This program and the Farm Management Program had the lowest participation (9%) among all programs surveyed. With sixty-two percent not responding with any feeling, and fifty-one percent not responding with any degree of satisfaction, there appears to be a lack of understanding of what the Continuing Education program is all about; yet twelve percent felt the program should be expanded.

Table XXIII

Respondent's Impressions of Extension's Overall Efforts

	Number	Percentage
Many of peoples needs are not met by Extension	11	2
Meets some needs but many are not met	25	5
Some needs are met and some are not	155	30
Meets most needs of people - good	244	47
All important needs are being met - excellent	15	3
No response	66	13

It is significant to note that fifty percent of the respondents said most or all needs are being met, and another thirty percent said some needs are met.

Table XXIV

Extension Support Ladder

If an Extension program and staff member with which you are satisfied was to be eliminated, how far would you "climb a ladder" to prevent its loss?

	Number	Percentage
8. Top rung	171	33
7.	32	6
6.	33	6
5.	62	12
4. Middle rung	45	9
3.	16	3
2.	19	4
1. Bottom rung	16	3
No response	122	24

This ladder indicates excellent support for Extension with one of three going all the way. There were only ten percent of the responses below the middle rung.

Table XXV

Rank in Means of Getting Information from Extension

	1st Source		2nd Source		3rd Source	
	No.	%	No.	%	No.	%
Personal visits	114	57	47	23	42	20
Newsletters	151	48	108	35	53	17
Newspapers	33	19	77	45	63	36
Meetings	42	20	94	45	71	35
Radio	40	21	84	44	68	35
Bulletins & Pamphlets	52	21	93	37	106	42

Personal visits was by far the first choice as a means of getting Extension information; newsletters ranked about ten percent behind visits, and all other means were about equal.

Table XXVI

Extension Newsletters

Do you get newsletters from Extension staff?		
	Number	Percentage
Yes	382	74
No	98	19
No response	35	7
How helpful are these newsletters?		
Don't know	15	3
Some help	86	17
Helpful	188	36
Very helpful	91	18
No response	136	26

About three-fourths of the respondents do receive letters from Extension staff, and fifty-four percent ranked them as helpful, or very helpful.

Table XXVII

Level of Education as it Relates to Respondent's Feelings About Extension Specialization

(This table uses data from questions 3 & 11)

Feelings	Highest Level Completed								
	Grade School			High School			College		
	Number	(a)	(b)	Number	(a)	(b)	Number	(a)	(b)
Strongly favor	27			91			30		
		24	18		30	62		40	20
Slightly favor	7			65			16		
		6	8		21	74		21	18
Neutral	15			55			8		
		13	19		18	70		11	11
Slightly neutral	4			16			6		
		3	15		5	62		8	23
Slightly against	3			14			3		
		2	15		5	70		4	15
Don't understand	29			32			8		
		26	42		10	46		11	12
Never heard of plan	19			35			4		
		26	42		11	51		5	7

(a) Percent of education level indicated

(b) Percent of respondents with that feeling

With sixty-one percent of respondents with college level education favoring staff specialization, fifty-one

percent of high school level education expressing the same feeling, and thirty percent of grade school level expressing these feelings it is apparent the education level was a significant factor in favoring Extension staff specialization.

Table XXVIII

Level of Education as it Relates to Respondent's Impressions of Extension's Overall Effort in Meeting the People's Educational Needs

(This table uses data from questions 3 & 23)

Impressions	Highest Level Completed								
	Grade School			High School			College		
	Number	(a)	(b)	Number	(a)	(b)	Number	(a)	(b)
Excellent	3			7			5		
		4	20		3	47		7	33
Good - meets most needs	46			158			38		
		53	19		55	65		51	16
Meets some needs	28			98			28		
		32	18		34	64		38	18
Some needs met but many are not	3			20			2		
		4	12		6	80		3	8
Many needs are not met	6			4			1		
		7	55		2	36		1	9

(a) Percent of education level indicated

(b)Percent of respondents with those impressions

With fifty-seven percent of grade school level having good or excellent impressions, and fifty-eight percent of

both high school level and college level having the same good or excellent impressions, it is apparent the education level had little to do with the respondent's impression of Extension's overall effort in meeting the educational needs of the people.

Table XXIX

Relationship of Place of Residence to Respondent's Feelings About Extension Staff Specialization Plan

(This table uses data from questions 5 & 11)

Feelings	Place of Residence											
	City (2500 or more)			Town (Under 2500)			Farm			Country (but not on farm)		
	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)
Strongly favor	15			29			89			12		
		35	10		44	20		25	61		33	9
Slightly favor	9			11			66			2		
		21	11		16	12		19	75		6	2
Neutral	7			7			61			3		
		17	9		11	9		17	78		8	4
Slightly against	4			1			19			2		
		9	15		2	4		6	73		6	8
Strongly against	0			1			17			1		
		0	0		2	5		5	90		3	5
Don't understand	4			9			52			4		
		9	6		14	13		15	75		11	6
Never heard of plan	4			7			46			12		
		9	6		11	10		13	67		33	17

(a) Percent of resident's location indicated

(b) Percent of respondents with that feeling

With fifty-six percent of respondents who live in the city and sixty percent of respondents who live in town expressing feelings favoring staff apecialization, compared with forty-four percent of farm respondents and thirty-nine percent of country (but not farm) expressing these feelings, it appears that the off-farm residents have more readily accepted staff specialization.

Table XXX

Relationship of Place of Residence to Respondent's Impressions of Extension's Overall Effort

(This table uses data from questions 5 & 23)

Impressions	Place of Residence											
	City (2500 or more)			Town (Under 2500)			Farm			Country (but not on farm)		
	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)
Excellent	4			2			8			1		
		10	27		4	13		3	53		4	4
Good - meets most needs	20			35			173			14		
		52	8		62	14		54	71		45	7
Some needs met - some not	13			17			113			12		
		34	8		30	11		35	73		39	8
Some needs met - many not	0			2			20			2		
		0	0		4	9		5	82		6	9
Many needs not met	1			0			8			1		
		4	9		0	0		3	73		6	18

(a) Percent of respondent's location indicated

(b) Percent of respondents with that impression

With sixty-two percent of city respondents and sixty-six percent of town respondents having either excellent or good impressions of Extension's overall effort, compared to fifty-seven percent of farm respondents and forty-nine percent of country respondents having these impressions, it again appears that staff specialization is being more readily accepted by towns-people.

Table XXXI

Relationship Between Meeting Attendance and Respondent's Feelings About Extension Specialization and Area Work

(This table uses data from questions 8a & 11)

Feelings	Meetings Attended											
	5 or more			2 to 5			Once			None		
	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)
Strongly favor	39			49			8			51		
		49	26		33	33		15	6		24	35
Slightly favor	14			40			13			21		
		18	16		27	45		25	15		10	24
Neutral	9			22			10			38		
		11	10		15	28		19	13		17	49
Slightly against	7			9			4			6		
		9	27		6	35		8	15		3	23
Strongly against	4			2			2			12		
		5	20		2	10		4	10		5	60
Don't understand	4			15			9			41		
		5	6		10	22		17	13		19	59
Never heard of plan	3			11			6			48		
		3	5		7	16		12	9		22	70

(a) Percent of respondents who attended meetings indicated

(b) Percent of respondents with that feeling

With fifty-nine percent of those with strongly favorable, and sixty-one percent of respondents with slightly favorable feelings having attended two or more meetings, it is apparent that our strongest support for specialization of staff comes from those who have face-to-face contact with specialized agents. The seventy percent of the respondents who said they never heard of the plan had never attended a meeting; the fifty-nine percent of those who said they don't understand the plan and the sixty percent of those who were strongly against the plan had never attended a meeting.

Table XXXII

Relationship Between Meeting Attendance and Respondent's Impressions of Extension's Overall Efforts

(This table uses data from questions 8a & 23)

Impressions	Meetings Attended											
	5 or more			2 to 5			Once			None		
	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)
Excellent	4			2			2			7		
		5	26		2	14		4	14		4	46
Good - meets most needs	41			79			22			102		
		56	17		55	32		45	8		56	43
Meets some needs	26			52			17			59		
		35	17		36	34		35	11		32	38
Some needs met-many not	3			8			4			10		
		4	12		5	32		8	16		5	40
Many needs not met	0			3			4			4		
		0	0		2	28		8	36		3	36

(a) Percent of respondents who attended meetings indicated

(b) Percent of respondents with these impressions

This table tends to point out that attending Extension meetings had little effect on respondents' impressions of Extension's overall effort in meeting the people's educational needs. Good or excellent impressions were reported by sixty-one percent of respondents who had attended five or more meetings, and sixty percent of respondents who had never attended an Extension meeting reported either good or excellent impressions.

Table XXXIII

Relationship Between Visits to Extension Centers and Feelings About Extension Specialization

(This table uses data from questions 8b & 11)

Feelings	Times Visited Extension Center											
	5 or more			2-4 times			Once			None		
	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)
Strongly favor	37			45			13			32		
		38	39		27	31		27	8		24	22
Slightly favor	36			32			8			12		
		24	41		19	36		17	9		9	14
Neutral	20			28			12			19		
		14	25		17	35		25	16		13	24
Slightly Against	13			13			0			0		
		9	50		9	50		0	0		0	0
Strongly against	10			7			2			1		
		7	50		5	35		4	10		1	5

Table XXXIII (continued)

Feelings	Times Visited Extension Center											
	5 or more			2-4 times			Once			None		
	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)
Don't understand	6			23			8			32		
		4	9		14	33		17	12		24	46
Never heard of plan	6			18			5			48		
		4	9		10	26		10	7		29	58

(a) Percent of respondents who visited Extension Center times indicated

(b) Percent of respondents with that feeling

Sixty-two percent of respondents who had visited the Extension Center five or more times expressed feelings slightly or strongly favoring staff specialization. This gradually decreased with times visited Center to where only thirty-three percent of the respondents who had never visited the Center expressed these feelings.

Table XXXIV

Relationship Between Extension Center Visits and Respondent's Impressions of Extension's Overall Efforts

(This table uses data from questions 8b & 23)

Impressions	Times Visited Extension Center											
	5 or more			2-4 times			Once			None		
	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)	No.	(a)	(b)
Excellent	4			6			2			3		
		3	27		4	40		4	13		2	20
Good - meets most needs	77			81			25			61		
		54	31		53	32		56	12		57	25
Meets some needs	52			54			16			33		
		37	34		35	35		36	10		31	21
Some needs met - many not	11			9			0			5		
		7	44		6	36		-	-		5	20
Many needs not met	1			3			2			5		
		1	10		2	27		4	18		5	45

(a) Percent of respondents who visited Extension Centers times indicated

(b) Percent of respondents with these impressions

The number of times the respondents visited Extension Centers seemed to have no effect on those having good or excellent impressions of Extension's efforts in satisfying educational needs.

Table XXXV

Relationship of Extension Staff Visits to Respondent's Feelings About Extension Specialization

(This table uses data from questions 8c & 11)

Feelings	Has Staff Member Visited Your Home or Place of Business			
	Yes		No	
	Number	Percentage	Number	Percentage
Strongly favor	81	43	61	21
Slightly favor	41	22	47	16
Neutral	26	14	49	17
Slightly against	13	7	11	4
Strongly against	5	3	14	5
Don't understand	13	7	49	17
Never heard of plan	8	4	60	20

It is apparent that staff members visiting respondent's home or business had a positive effect upon the respondent's feelings about staff specialization. Sixty-five percent of respondents who had been visited expressed feelings either strongly favoring or slightly favoring Extension specialization, while only thirty-seven percent of respondents who had no visits expressed these feelings.

Table XXXVI

Relationship Between Extension Staff Visits and Respondent's Impressions of Extension's Overall Efforts

(This table uses data from questions 8c & 23)

Impressions	Has Staff Member Visited Your Home or Place of Business			
	Yes		No	
	Number	Percentage	Number	Percentage
Excellent	8	4	7	3
Good - meets most needs	102	57	134	52
Meets some needs	60	34	92	35
Some needs met but many are not	9	5	16	6
Many needs are not met	0	-	10	4

Whether or not staff members visited respondents home or business seemed to have no significant effect upon his impressions of Extension's overall effort in meeting the people's educational needs.

CHAPTER III

SUMMARY

The survey instrument was not equally understood by all respondents; this is apparent from some of the comments made about some of the program areas.

It is interesting to note that the level of respondent's education did significantly affect his feelings about Extension specialization, but it did not affect his impressions about Extension specialization.

Table XXXI indicates respondents with feelings favoring Extension specialization are enhanced by attending Extension meetings, while Table XXXII tends to point out that attending Extension meetings had little effect on respondent's impressions of Extension's overall efforts.

Table XXXIII indicates respondents with feelings favoring Extension specialization are enhanced by more frequent visits to the Extension Center. While Table XXXIV indicates the number of times the respondent visited the Extension Center seemed to have little or no effect on his impressions of Extension's efforts in satisfying educational needs.

Table XXXV points out that staff visiting respondent's home or business had a positive effect upon the respondent's feelings about staff specialization, while Table XXXVI points out staff visiting had no significant effect upon respondent's impressions of Extension's overall

effort in meeting peoples educational needs.

To the question, "Is the overall efforts of Extension meeting the educational needs of the people", the answer is "yes". There are some problems which are significant but not insurmountable.

The respondents are concerned in what they perceive as serious problems of increased travel, the increased difficulty in contacting specialists, not getting the personal attention they once enjoyed, and having to travel too far to attend meetings. Improved communications could be an important factor in the success of area programming.

The apparent contradictions expressed when feelings were expressed and impressions given tends to reinforce the need for the respondent to fully understand all questions. Feelings and impressions had totally different meanings to the respondents.

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APPENDIX

COMMENTS

The last question on the survey instrument asks for suggestions or comments about the Extension Service.

Placing the comments in categories was very difficult as many of the comments contained both positive and negative statements. Some would comment on specialization as a central theme, some about specialization in program areas, and others would comment only on specific programs; there were also comments which I classified as neutral.

There were a total of two-hundred-fourteen respondents who wrote comments that ranged from a short sentence to a full page. They show much thought and effort, and offer suggestions and criticism. They show concern and should be read in their entirety by all staff in the Kaysinger Area.

I have selected a representative sample of comments under three categories: Positive, negative and neutral.

Positive

I think the extension service under the new set-up is working very well. I believe it may take time for people to become acquainted with it but when they do will avail themselves more of the service.

4-H and Youth Development - It really is above average.
Agricultural Mechanization - We have received much help in past; at present we are not too active in the program.
Family Living - I feel that I would be active if I had young family.
We are not fully acquainted with the specialization plan; however, we think it's a good plan.

The Extension Service has been of great benefit to the farmers and residents of Bates County. The agents and staff members have rendered intelligent and practical ser-

vice to anyone desiring information related to our rural area.

Feelings About the Ext. Staff Specialization Plan - I think specialization is the answer but access to the agents is a problem.

Agronomy - The agronomy program has been very helpful to me. John Hubbard is a very capable person.
Agricultural Mechanization - Charles Shay is tops.
Livestock Production - I believe this is the most important program of all. I'm not completely satisfied with the present program or agents involved. There are many people in my area who need to take advantage of Extension Service but don't for some reason. Most are small or part-time farmers in need of agronomist or livestock agent.

Comments about the Extension Service - Keep up the good work.

I do not know if you have any special new plan for Kaysinger Dam Area but I am in favor (strongly) for Extension work and education for all age brackets -- especially for education in Home Making, Child Care and Nutrition in low income families.
I think specialists could serve several counties satisfactorily but should not take too many projects where time element will interfere with a good job.
Location of Meetings - I think the centers are convenient for members to attend.
Farm Management - Not in program.
Agronomy - Not in program. Have heard no complaint.
4-H and Youth Development - I think this is a wonderful program. Cedar County has a very successful program.
Agricultural Mechanization - Emphasis is needed here.

I think the change to specialization has helped the program. The agents are more able to keep up with their subject matter. The quality or caliber of the agents has improved tremendously over the years. I have wondered if the Agricultural Extension should limit itself to adults and have other programs work with the youth.

I think the Extension staff is doing a good job and I hope they continue to expand their operations.

I think it is a very useful service and I would like to see more educational short courses held to help keep people informed on up-to-date methods, etc.

If they have time, strongly in favor of Area Extension Youth Specialists working with youth groups and activities other than 4-H.

If I had very much wrong with me I would go to a specialist, so I do believe in this manner.

Agronomy - We have found it very helpful in our dairy operation.

Negative

Extension Radio Program - As I see - is no value.

4-H and Youth Development - Needs more planning and organization. The extension clubs in Bates County are dying out from lack of organization and information. The women are quitting the clubs because they say they aren't getting anything out of extension.

Extension Staff Specialization - I hate to say that I am against specialization since we are already in it; but, I feel it is falling short. Maybe as time goes by, it will be worked out to where people will get the service they had before. Before area specialization, several extension agents would drop by (not for any special reason) but to be of service and visit. We miss this.

I think the service was more helpful when it was county wide instead of area plan.

Too many night meetings for your personnel - also clerical help is overworked under the new reorganization.

Extension Specialists - They always seem to be in another county when you want to see them.
Area Extension Youth Specialists - They have to spread themselves too thin and do not have enough time to do all that is necessary to keep the 4-H Clubs as active and as good as they need to be.
4-H and Youth Development - It needs to develop more of an interest in the teenage 4-H'ers to keep them active. Only the 4-H youth agent sends out a newsletter to 4-H families. The area home economist in my county is not much help to the 4-H Club when it comes to the clothing field. I would like to see the 4-H Clubs have a lady leader along with our youth agent, Mr. Horn, that could devote her time to the youth and be able to give them help in the clothing and food projects. As it is, we have very little help now and the present home economist doesn't show much interest in the 4-H program as far as giving help, etc.

Farm Management - Throw the whole thing out the window. In other words - drop it!
Extension Service - Costs too much for what it's worth.

I feel that in the area specialization plan the agents spend too much time traveling and are not available when needed. A trip is not justified unless more than one request (is made) and then time prohibits good service.

Agronomy - Soil Testing Service is "lousy" -- takes forever. For those living in the center of the area it is to their advantage -- but not so for those living in the far corners -- too far to drive for meetings, etc.

Feelings About the Extension Staff Specialization Plan - As it now stands and as far as it doing our county any good - slightly against the plan. It takes more than listening to solve your problems. I feel, as do many that I have talked to, that we are more or less given the "run around" since this program went into effect. When we go to the office with a problem, rather than get a suggestion or idea of a way to solve it, we are told we'd have to see "so and so" as that was their subject matter, but they are not there and who is going to make two or three trips to the office to try to find the right person to answer our questions? I feel the Home Ec. program has slipped very badly - it's just up to the women to work out things for themselves.

Leaving Ext. Staff to operate in one county only - As it is now, Agents are having to spend too much time on roads instead of being available when you need help.
Family Living - Takes too long to get help with problems - old plan much better for service.
Livestock Production - Agent too far away.
Agents were taken away without any chance to fight for them. Benton Co. needs agent that can give you general information. We do not get the personalized service that we have had in past years or would like to have. Benton Co. apparently has the least service of six county area.

I have been in an Extension Club for almost 40 years and a 4-H leader 28 years. I have enjoyed the work and through the years have learned a lot of things. I have been county president in Benton Co. for two years. I have talked to lots of women in the Co. and state. They do not like the area staff specialization plan. They like to go to the office and contact the Extension leader. The people like the contact between Extension Leader and club. They like the contact of the leader visiting the clubs. The ladies are not interested in the education (credit courses). They like sewing, cooking. They would like more crafts of things to do with their hands. Would

like more things to do to fix up homes. Would like to do the things in a class instead of just to be told how to do them. If the women are to stay in extension work they are going to have to have things to do. If the area specialization plan is kept in use they should give the county president some training as it is hard for her to go do the work.

Big farmer are helped -- little man not!

Neutral

Scheduling time in and time out of the county is a problem most people are concerned about.

Think all boys and girls should be 4-h'ers.

Agronomy - I enjoy the newsletters on local conditions.
4-H is a big booster to farm youth.
Community Development - People have lost interest in community. Most time the people fail to call on the Extension Service for help. Then complain about not getting help or service.

More knowledge of extension programs would be necessary before I made any additional criticism.

Agronomy - Have used in past - was satisfied.

Farm Management - We just use the record sheets for income tax purposes - they're ok.
Agronomy - We only use this area for soil testing - ok I guess.
4-H and Youth Development - Have had no opportunity to work in this area so can't say. Was 4-H leader one year but didn't have contact with anyone.
Family Living - No opinion but reports are they are doing real well.
I have been on the Extension Council for two years, but will admit to having been a poor member. I have a family of three boys that has kept me from getting too involved. We don't use the facilities of the Extension office to its fullest extent, I am sure; but my husband and I have not yet decided that covering a large area is an improvement. Thank you.

It is OK, but spread a little too thin.

I would like to see more conferences on livestock and soils and crops in the Benton County area. I would also like to have information regarding all extension programs so that I can understand the situation better.

This must be something new as I have not heard anything about Extension service.

Farm Management - Use the Mo. loose leaf record book. I have not heard too many complaints - not too many people are familiar.
Agronomy - Seems most feel it takes too long to get a soil test return.
4-H and Youth Development - I only know of two active 4-H clubs in Williams township.
Agricultural Mechanization - Interested, but go the route that I can afford.
Community Development - I don't think people know the extension service is available to them in their area. (Not too many)
Continuing Education - I intend to use this program as much as possible. I have served on the extension counsel only this past year. I need to learn a lot more about it, and tell other people to use its service when they can, or need to. The new area plan is unfamiliar to many so far.

Farm Management - Should be offered in classes.
4-H and Youth Development - It would be nice to have a 4-H Fair.
Agricultural Mechanization - Not familiar with the program.

Am not to well acquainted with program but agree with specialization.

I mostly leave operation of Extension Service to younger people but sometimes lend a hand.

In the past I haven't really needed much from the Extension Service. I can see that I'll probably use it quite a bit in the future.

We would like your opinion about Extension Education Programs in your county or area. This information will help us in developing new programs or improving established programs and activities in Extension. Please read each question and statement very carefully and respond with your frank opinion. All replies are confidential. Thank you.

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1. Check your age range.
   - ___ 1. 25 or less
   - ___ 2. 26 - 35
   - ___ 3. 36 - 45
   - ___ 4. 46 - 55
   - ___ 5. 56 - 65
   - ___ 6. 66 & over

2. Sex: Check the appropriate category.
   - ___ 1. Male
   - ___ 2. Female

3. Check the highest level of formal education you completed.
   - ___ 1. Grade School
   - ___ 2. High School
   - ___ 3. College

4. In which county do you live?
   - ___ 1. Bates
   - ___ 2. Benton
   - ___ 3. Cedar
   - ___ 4. Hickory
   - ___ 5. St. Clair
   - ___ 6. Vernon

   How long have you lived in the above county? _____

5. Check the location of your home.
   - ___ 1. City (2,500 population or more)
   - ___ 2. Town (under 2,500)
   - ___ 3. On a farm
   - ___ 4. Country, but not on a farm

6. What is the occupation of the head of the household? Check appropriate category.
   - ___ 1. Clerical and sales
   - ___ 2. Professional, technical
   - ___ 3. Farmer
   - ___ 4. Manager, public official, proprietor (except farmers)
   - ___ 5. Craftsman, Foreman
   - ___ 6. Operative (machine operator,etc.)
   - ___ 7. Laborer
   - ___ 8. Service worker
   - ___ 9. Other _____

7. How do you visualize the size of your business?
   - ___ 1. Part-time
   - ___ 2. Small
   - ___ 3. Medium
   - ___ 4. Large
   - ___ 5. Very Large

8. Contact with the Extension Service in the past year. Circle correct choice.

   a. Attended Extension meeting(s) short courses, tours, etc:
      1. 5 times
      2. 2-5 times
      3. once
      4. none
      5. don't know

   b. Visited Extension Center:
      1. 5 or more
      2. 2-4 times
      3. once
      4. none
      5. don't know

   c. Extension staff member visited your home or place of business.
      1. yes
      2. no

   d. Received any mailing from the Extension office.
      1. yes
      2. no

   e. Listened to radio program given by Extension staff.
      1. yes
      2. no

9. Have you had any problem in trying to contact the Extension Specialists (Agents) for help?

___ 1. Never have any problems
___ 2. Some problems
___ 3. Real problem
___ 4. Have not tried

10. How do you feel about Area Extension Youth Specialists (Agents) working with youth groups and activities other than 4-H? Check one. I am:

___ 1. strongly in favor of it.
___ 2. slightly in favor of it.
___ 3. undecided.
___ 4. not in favor of it.

We would like your views concerning the Extension Specialization Plan in Kaysinger Basin Area.

11. What would you say your feelings are about the Extension Staff Specialization Plan. Check one. I am:

___ 1. Strongly in favor of the plan.
___ 2. Slightly in favor of the plan.
___ 3. Neither for nor against the plan.
___ 4. Slightly against the plan.
___ 5. Strongly against the plan.
___ 6. Don't understand the plan.
___ 7. Never heard of the plan.

12. In your opinion, what effect will the Area Staff Specialization Plan have on Extension Programs and Activities. (The thing Extension does)

___ 1. Improve them greatly
___ 2. Some improvement
___ 3. Will make some things better
___ 4. Will make some things worse
___ 5. Will make program and service worse
___ 6. No improvement

13. Please indicate the extent to which you agree or disagree with each of the following statements. Circle your answer.

a.) Specialization in a subject matter area by Extension Staff is the most efficient way for Extension to provide educational service for the people in this area.

strongly agree; agree; undecided; disagree; strongly disagree

b.) It is as easy to contact the Extension Staff after they change to staff specialization as in the past.

strongly agree; agree; undecided; disagree; strongly disagree

c.) All Extension staff members should be a specialist in one subject matter area rather than a generalist.

strongly agree; agree; undecided; disagree; strongly disagree

d.) University Extension could serve the interests of the people better by leaving the Extension Staff to operate in one county only.

strongly agree; agree; undecided; disagree; strongly disagree

e.) The quality of subject matter information received from Extension Staff has improved since they began to serve in area specialized positions.

strongly agree; agree; undecided; disagree; strongly disagree

f.) In general, Extension Staff are doing a satisfactory job of contacting extension cooperators in my neighborhood.

strongly agree; agree; undecided; disagree strongly disagree

g.) Extension meetings are often held in locations where it is not convenient for me to attend.

strongly agree; agree; undecided; disagree; strongly disagree

h.) Local people do not have enough say in deciding the direction of extension efforts.

strongly agree; agree; undecided; disagree; strongly disagree

i.) Extension should place more emphasis on the goals and values of people as they plan and conduct program.

strongly agree; agree; undecided; disagree; strongly disagree

14. Following is a list of statements made by people about Extension. Place a plus sign (+) before each statement which <u>you</u> agree about Extension.

___ Extension costs the taxpayer more than the good it does.

___ It takes too much time and trouble to get information from my Extension agent.

___ Often times other agencies have more up-to-date information than the Extension Service.

___ There are not enough personal contact opportunities in the Area Agent Specialization Plan.

___ Extension Service Agents should be on the same basis as doctors or veterinarians, whoever uses their service should pay for it.

___ Extension is a needed service.

___ The extension agent is always willing to listen to any problem that I have.

___ I have always found the extension office and agents very cooperative and courteous.

___ I believe that a lot of information that comes from Extension is of practical use to me.

___ The Extension Service is vitally necessary to the welfare of the country.

The Extension Service operates in many subject matters or program areas. In question 15 - 22 we are interested in finding out your feelings about these Extension Programs and how satisfied you are with them.

15. <u>FARM MANAGEMENT</u> (Farm planning, Budgeting, Record keeping, etc.)

Are you active in this program at the present time?

___ yes ___ no ___ not familiar with the program

How satisfied are you with the program at the present time. Check one.

( )	( )	( )	( )	( )
Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied

How do you feel about the program? Check one.

( )	( )	( )	( )	( )	( )
Needs to be Expanded	Needs No Change	Average Program	Needs Minor Change	Needs Major Change	Should be Dropped

COMMENTS: _____

16. AGRONOMY (Soils and Crops; Soil Testing, etc.)

Are you active in this program at the present time?

___ yes ___ no ___ not familiar with the program

How satisfied with the program are you at the present time?

( )	( )	( )	( )	( )
Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied

How do you feel about the program? Check one.

( )	( )	( )	( )	( )	( )
Needs to be Expanded	Needs No Change	Average Program	Needs Minor Change	Needs Major Change	Should be Dropped

COMMENTS: _____

17. 4-H AND YOUTH DEVELOPMENT

Are you active in this program at the present time? Check one.

___ yes ___ no ___ not familiar with the program

How satisfied with the program are you at the present time?

( )	( )	( )	( )	( )
Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied

How do you feel about the program? Check one.

( )	( )	( )	( )	( )	( )
Needs to be Expanded	Needs No Change	Average Program	Needs Minor Change	Needs Major Change	Should be Dropped

COMMENTS: _____

18. AGRICULTURAL MECHANIZATION (Farmstead Layout, Building, Design, Waste Disposal, Grain Dying, Storage, and Handling, etc.)

Are you active in this program at the present time?

___ yes ___ no ___ not familiar with the program

How satisfied with the program are you at the present time?

( )	( )	( )	( )	( )
Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied

How do you feel about the program? Check one.

( )	( )	( )	( )	( )	( )
Needs to be Expanded	Needs No Change	Average Program	Needs Minor Change	Needs Major Change	Should be Dropped

COMMENTS: _____

19. COMMUNITY DEVELOPMENT (Problem solving on group problems and decisions in the community)

Are you active in this program at the present time?

___ yes ___ no ___ not familiar with program

How satisfied with the program are you at the present time?

( )	( )	( )	( )	( )
Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied

How do you feel about the program? Check one.

( )	( )	( )	( )	( )	( )
Needs to be Expanded	Needs No Change	Average Program	Needs Minor Change	Needs Major Change	Should be Dropped

COMMENTS: _____

20. FAMILY LIVING (Home Economics)

Are you active in this program at the present time?

___ yes ___ no ___ not familiar with program

How satisfied with the program are you at the present time? Check one.

( )	( )	( )	( )	( )
Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied

How do you feel about the program? Check one.

( )	( )	( )	( )	( )	( )
Needs to be Expanded	Needs No Change	Average Program	Needs Minor Change	Needs Major Change	Should be Dropped

COMMENTS: _____

21. LIVESTOCK PRODUCTION (Breeding, feeding, care, etc. of cattle, hogs, sheep, horses)

Are you active in this program at the present time?

___ yes ___ no ___ not familiar with program

How satisfied with the program are you at the present time. Check one.

( )	( )	( )	( )	( )
Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied

How do you feel about the program? Check one.

( )	( )	( )	( )	( )	( )
Needs to be Expanded	Needs No Change	Average Program	Needs Minor Change	Needs Major Change	Should be Dropped

COMMENTS: _____

22. CONTINUING EDUCATION (Credit Course, Non-Credit Short Courses, etc.)

Are you active in this program at the present time? Check one.

___ yes ___ no ___ not familiar with program

How satisfied with the program are you at the present time? Check one.

( )	( )	( )	( )	( )
Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied

How do you feel about the program? Check one.

( )	( )	( )	( )	( )	( )
Needs to be Expanded	Needs No Change	Average Program	Needs Minor Change	Needs Major Change	Should be Dropped

COMMENTS: _____

23. What is your impression of the overall efforts of Extension in meeting the educational needs of the people? Check one.

___ 1. Excellent. All important needs are being met.

___ 2. Good. Meets most needs of the people.

___ 3. Some needs are met and some are not.

___ 4. Meets some needs, but many are not met.

___ 5. Many of the needs of people are not met by Extension.

24. Place an X on the Ladder Rung that best indicates your position in respect to the following question.

If an extension program (staff included) with which you are satisfied was going to be eliminated, how far do you think you would "climb the ladder" to prevent its loss to you and your neighbors?

25. Extension uses many means of getting information to people. Please rank the top three sources of information you use from Extension by placing a (1) by first source; (2) by second source; and (3) by the third source.

___ Personal Visits ___ Meetings

___ Newsletters ___ Radio

___ Newspapers ___ Bulletins and Pamphlets

26. Do you get newsletters from Extension Staff?

___ yes ___ no

If yes, how helpful are these newsletters? Circle one.

very helpful; helpful; some help; don't know

27. Do you want to add any suggestions or comments about the Extension Service?

Please make a final check to be sure each question has been answered. Return questionnaire in the enclosed addressed envelope. No postage is required. Thank you for your cooperation.

Cooperative Extension Service
University of Missouri - Columbia

Whitten Hall
Columbia, Mo. 65201

UNIVERSITY EXTENSION DIVISION

Telephone
314 449-9171

October 16, 1970

Dear Friend:

We need your help. You were specially selected for our study. We would like to know your opinion and feeling about the University Extension Service in your county and area. Knowing how you feel can help us make adjustments to improve Extension's efforts in meeting the educational needs of people.

Most of the questions on the enclosure can be answered by checking or circling an answer. It should require only a few minutes of your time. If a question is not clear or the answer to check does not seem appropriate, do not hesitate to write on the form.

Mail the completed questionnaire in the enclosed special envelope provided. It requires no postage.

All replies will be kept confidential.

Thanks a lot for helping us out.

Very truly yours,

John G. Gross
John G. Gross
Extension Studies Specialist

Ralph Schaller
Ralph Schaller
Area Director

/cv

Enclosure

ERIC
FEB 6 1973
on Adult